

WHICH ONE DOES MY COMPANY NEED?

# Traditional Vs. Digital Marketing

## BENEFITS<sup>1</sup>

### TRADITIONAL

- Traditional marketing resonates with older demographics

- Proven success rate
- Local advantage

### DIGITAL

- Measurable results
- Instant interactivity
- Advanced targeting and automation
- Better ROI

## DEFINITION<sup>1</sup>

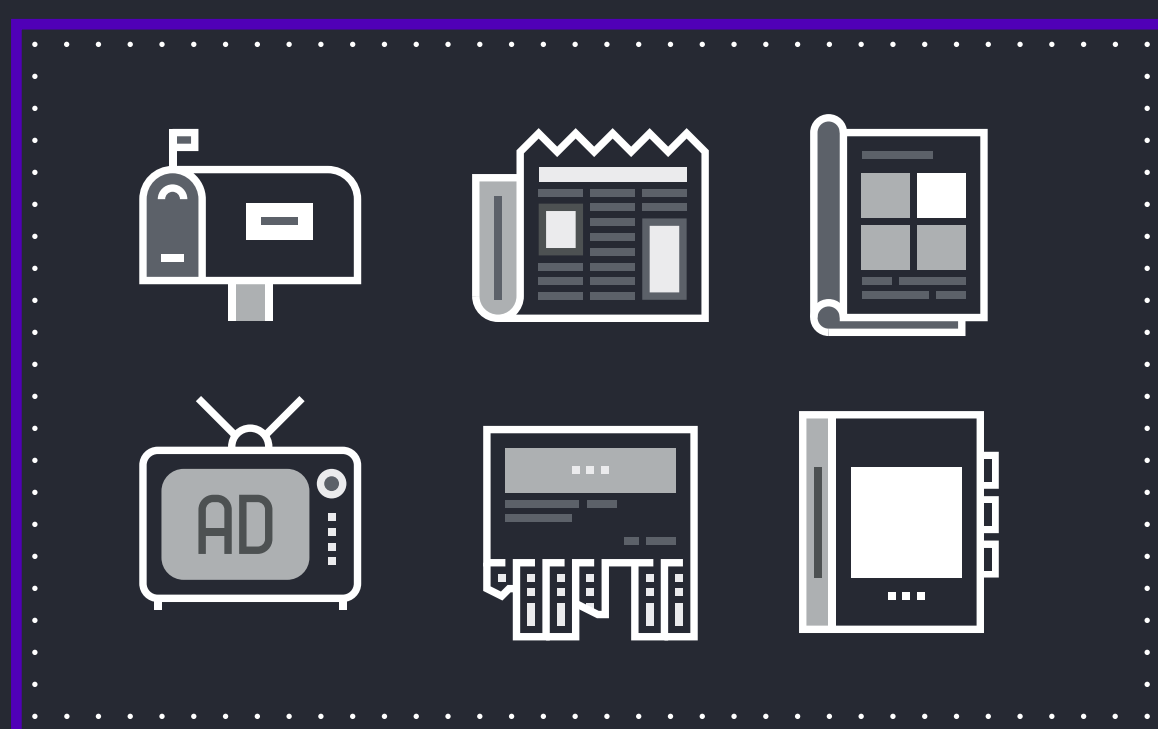
### TRADITIONAL

Occurs without using the internet or digital media.

### DIGITAL

Any form of marketing that utilizes the internet.

## STATS<sup>2</sup>



### TRADITIONAL

44% of customers visit a brand's website after receiving direct mail marketing.

39% of customers say they try a business for the first time because of direct mail advertising.

56% of customers find print marketing to be the most trustworthy type of marketing.

79% of households say they read or scan direct mail ads.



### DIGITAL

72% of consumers, who search for local businesses [online], end up visiting stores within five miles.

70% of consumers want to learn about products through content as opposed to traditional ad methods.

64% of consumers say watching a marketing video on Facebook has influenced a purchase decision of theirs in the last month.

46% of all searches on Google are seeking local information.

## RECOMMENDATION

If your business isn't using digital media for marketing, it's time to start marketing! However, don't give up on traditional marketing efforts if they work and you have the budget. A good marketing plan will coordinate your online and offline efforts, using both digital and traditional media to get your business the exposure it needs to succeed.



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<sup>1</sup><https://online.wharton.upenn.edu/blog/digital-versus-traditional-marketing/>

<sup>2</sup><https://www.business2community.com/infographics/digital-marketing-vs-traditional-marketing-infographic-02252932>